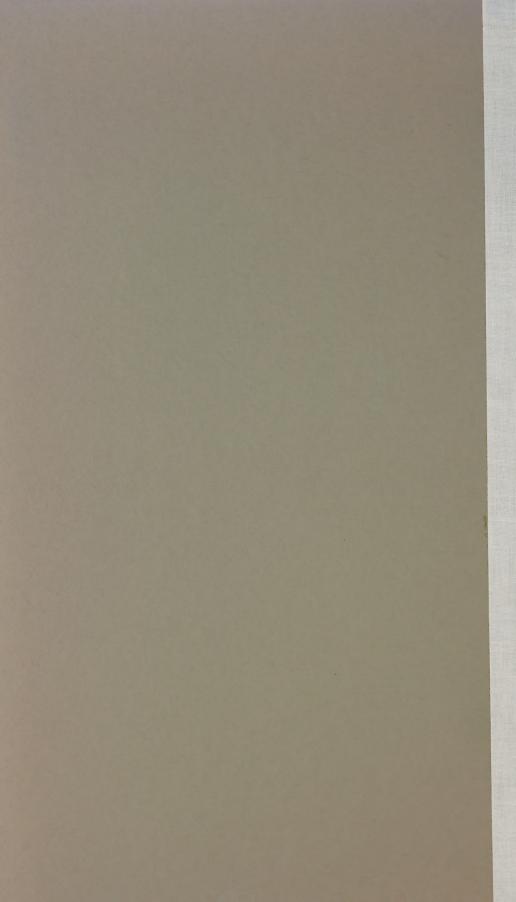
Canada Statistics Sales of Manufacturers Outlets 1934-36





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Published by Authority of the HON. W: D: EULER, M.Pi,
Minister of Trade and Commerce.

DOMINION BUREAU OF STATISTICS - CANADA

Dominion Statistician: R. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)

Internal Trade Branch Chief: H. Marshall, B.A., F.S.S.

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

# Sales of Manufacturers' Outlets, 1934

In connection with the Census of Merchandising and Service Establishments, reports are secured from manufacturing concerns which maintain sales branches or distributing warehouses. In some lines the products of manufacturers are distributed through regular wholesale channels, and changes in value of sales are reflected in the figures for wholesale trade which are published in a separate report (Wholesale Trade in Canada and the Provinces, 1934). In other cases a considerable part of the sales is made directly by manufacturers to retailers or to consumers. While the sales figures shown in this report do not cover the entire production in the lines which are listed, they are sufficiently large, in most cases, to indicate the general trend in sales.

Table 1 shows the changes in the value of sales between 1933 and 1934 for ten leading lines. The increases in sales ranged from 1 per cent for sugar refineries to more than 20 per cent for manufacturers of tires (including rubber goods), house furnishings, electrical apparatus and supplies, hardware and plumbing equipment and supplies. Wherever possible, sales are shown by economic divisions. In the case of several groups, it has been necessary to show sales under the heading "head office and export". This item covers sales not distributed by provinces and sales to foreign countries. It will be noted that head office and export sales of manufacturers of tires and rubber goods increased considerably in 1934. Part of this increase was due to the larger demand of the motor industry for tires on new cars. Sales of this character for identical firms reporting in 1933 and 1934 were more than 75 per cent greater in the latter year. Sales of rubber goods as equipment or supplies for manufacturers also increased considerably. While the total sales of electrical manufacturers advanced 27.3 per cent, the sales to industrial users for materials and as supplies and equipment advanced approximately 40 per cent.

In Table 2 the provincial distribution of sales of wholesale dealers and manufacturers of farm machinery and equipment are shown for the period 1930 to 1934. Sales for Canada as a whole were 30.4 per cent higher in 1934 than in 1933, but the total was still less than 40 per cent of the 1930 level. The increases in 1934 compared with the preceding year ranged from 17.2 per cent in Saskatchewan to 54.7 per cent in British Columbia.

The distribution of sales of manufacturers reporting their trade with different types of purchasers is shown in Table 3. The figures for total sales in this table do not always agree with those given in Table 1 as figures are not for the same firms in every case. This table is of interest in illustrating the various channels which are employed by manufacturers in distributing their products.

A special analysis of the distribution of sales of marketers of petroleum products is given in Table 4. It will be seen from this table that approximately 20 per cent of the sales of the firms reporting is made to other wholesale dealers. In the coastal and Prairie Provinces a considerable part of the trade is directly with farmers or other primary producers. In the case of the Prairie Provinces, such sales generally constitute more than 30 per cent of the total. The item "other wholesale sales" covers generally sales to users (not for re-sale) and embraces sales for commercial trucks and other industrial uses.

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A CAN DESCRIPTION OF STREET, S AND THE RESIDENCE OF THE PARTY The worked almostory to become to district thems. Assessment of 2 Asias of the second second

Table 1. -- Sales of Manufacturers' Outlets, 1933 and 1934

	Sales R	eported	Per Cent
	1933	1934	Change
	1 \$	\$	
Tires (including rubber goods)	26,781,500	32,849,000	+ 22.7
Head Office and Export	8,290,900	12,437,000	+ 50.0
Maritime Provinces	1,425,500	1,490,300	+ 4.5
Quebec	3,917,800	4,183,800	+ 6.8
Ontario	7,700,700	8,808,400	+ 14.4
Prairie Provinces	4,305,300	4,622,400	+ 7.4
British Columbia	1,141,300	1,307,100	+ 14.5
DITOTOII OOTUIIOTA eceseeceoceceecee	1,141,500	1,501,100	. 24.0
Chemicals and Paints (chiefly paints)	6,816,800	7,901,200	+ 15.9
Maritime Provinces	521,700	626,000	+ 20.0
Quebec	2,309,200	2,706,100	+ 17.2
Ontario	2,201,900	2,494,300	+ 13.3
Prairie Provinces	1,135,300	1,349,700	+ 18.9
British Columbia	648,700	725,100	+ 11.8
Director Contract Con	010,100	(2),200	
Clothing, Furnishings and Textiles	5,985,300	6,819,700	+ 13.9
Maritime Provinces	365,700	425,100	+ 16.2
Quebec	1,680,600	1,919,800	+ 14.2
Ontario	3,195,700	3,674,500	+ 15.0
Prairie Provinces	471,200	522,900	+ 11.0
British Columbia	272,100	277,400	+ 1.9
Footwear (chiefly rubber)	5,749,500	6,414,300	+ 11.6
Head office and export	1,004,100	1,076,900	+ 7.3
Maritime Provinces	682,700	852,900	+ 24.9
Quebec	1,571,200	1,794,500	+ 14.2
Ontario	1,286,600	1,434,400	+ 11.5
Prairie Provinces	852,300	866,500	+ 1.7
British Columbia	352,600	389,100	+ 10.4
	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		
Electrical	28,745,000	36,580,300	+ 27.3
Maritime Provinces	1,347,800	2,014,200	+ 49.4
Quebec	9,985,500	11,837,800	+ 18.5
Ontario	12,043,000	15,385,000	+ 27.8
Prairie Provinces	3,426,200	4,377,100	+ 27.8
British Columbia	1,942,500	2,966,200	+ 52.7
Biscuits and Confectionery	11,107,300	12,321,900	+ 10.9
Maritime Provinces	1,481,600	1,655,900	+ 11.8
Quebec	2,959,800	3,159,900	+ 6.8
Ontario	4 455,900	5,123,300	+ 15.0
Prairie Provinces	1,799,700	1,958,900	+ 8.8
British Columbia	410,300	423,900	+ 3.3
Figure and Ford	40 770 700	F2 472 F00	. 7 5
Flour and Feed	49,719,500	53,472,500	+ 7.5
Export sales	12,737,700	39,820,800	+ 7.7
			+ 1.0
Sond Spacialtics	34,829,600	35,171,700	+ 20.2
Food Specialties	14,113,200	8,343,100	+ 12.9
Milk Products	7,390,800	6,758,900	÷ 21.1
Quebec and Maritime Provinces	2,063,900	2,524,200	+ 22.3
Ontario	2,295,600	2,759,300	+ 20.2
Prairie Provinces	789,300	929,700	+ 17.8
British Columbia	431,400	545,700	+ 26.5
20 TOTA CO TAMENTO 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9	731,400	)+),100	. 20.)
Hardware and Plumbing	13,047,200	16,569,700	+ 27.0
Quebec and Maritime Provinces	4,292,000	5,587,500	+ 30.2
Ontario	5,839,500	7,382,200	+ 26.4
Prairie Provinces	2,065,100	2,575,700	+ 24.7
British Columbia	850,600	1,024,300	+ 20.4
DITUISI OOTUMDIA	0,000	1,024,500	7 2034

Table 2. -- Sales of Dealers(1) and Manufacturers(2) of Farm Machinery and Equipment, by Provinces(3), 1930 - 1934

A CONTRACTOR OF THE CONTRACTOR	The same of the sa									
Province			Sales			In	dexes	Indexes of Sales (1930 = 100.0)	102	Per Cent Change.
	1930	1931	1932	1933	1934	1930 1	.931 1	332 1933	1934	1930 1931 1932 1933 1934 1933-1934
	-⊙ <b>9</b> •	·3•	:> <b>3</b> =	-59+	-3-					
CANADA, Total	47,325,700	16,655,200	47.325,700 16,655,200 16,124,200 14,298,500 18,650,800 100.0 35.2 34.1 30.2 39.4 + 30.4	14,298,500	18,650,800	100.00	5.2 3	1,1 30,2	39.4	+ 30.4
Maritime Provinces	1,337,100	811,800	1,337,100 811,800 505,700 470,300 588,800 100.0 60.7 37.8 35.2 44.0 + 25.2	470,300	588,800	100.00	0.7 3	7.8 35.2	44.0	+ 25.2
One pec	3,536,800	2,749,200	3,536,800 2,749,200 1,717,600 1,434,000 1,783,900 100.0 77.7 48.6 40.5 50.4	1,434,000	1,783,900	100.00	7.7 4	3.6 40.5	50.4	+ 24.4
Ontario	8,976,000	5,065,000	8,976,000 5,065,000 3,439,700 3,450,600 4,743,100 100.0 56.4 38.3 38.4 52.8	3,450,600	4,743,100	100.00	6.4 3	3.3 38.4	52,8	+ 37.5
Manitoba	6,582,300	1,744,300	6,582,300 1,744,300 1,941,800 1,898,200 2,855,000 100.0 26.5 29.5 28.8 43.4 + 50.4	1,898,200	2,855,000	1.0000	6.5 2	9.5 28.8	43.4	+ 50.4
Saskatchewan	15,185,000	2,596,600	15,185,000 2,596,600 4,175,900 3,276,500 3,839,600 100.0 17.1 27.5 21.6 25.3	3,276,500	3,839,600	100.001	7.1 2	7.5 21.6	25.3	+ 17.2
Alberta	11,050,200	3,226,700	11,050,200 3,226,700 4,079,300 3,496,000 4,418,300 100.0 29.2 36.9 31.6 40.0	3,496,000	4,418,300	100.00	9.2 3	5.9 31.6	40.0	+ 26,4
British Columbia	658,300	461,600	461,600 264,200	272,900	422,100 100.0 70.1 40.1 41.5 64.1	100.001	0.1 4(	0.1 41.5	64.1	+ 54.7

(1) Includes practically all large wholesale dealers.

(2) Includes manufacturers operating distributing branches in Canada.

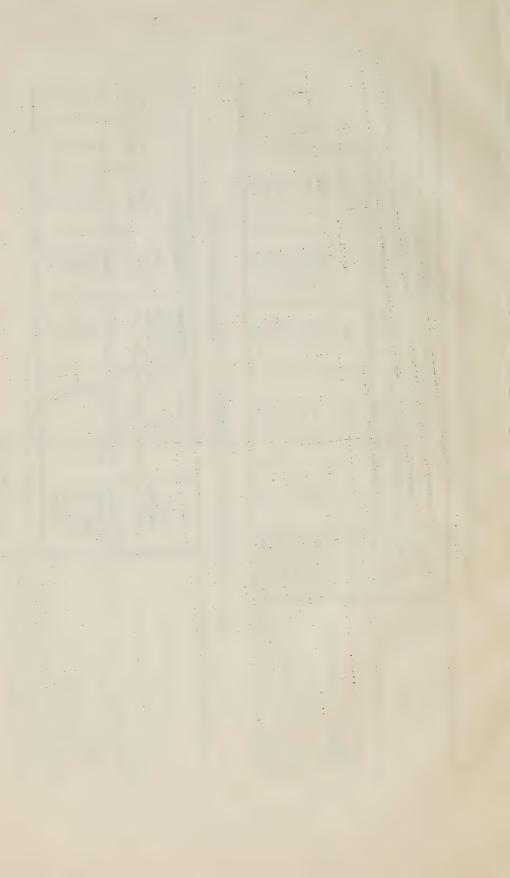
(3) Sales are based on the location of establishments and are not necessarily identical with provincial sales.

		AND THE PROPERTY OF THE PROPER	O S					
			Pale	ntage of lots	rercentage of Total Sales Made to	- 01		
	Sales				Chain (other			
	Jo	Manufac	Manufacturers or		than volun-	Other		
Group	Firms	industr	industrial users	Jobbers	tary) or	retailers.	Export	Other
	Reporting		as supplies or	or other	dopartment	institutions	1	
	1934	as materials	equipment	wholesalers	stores	or professions		
	<b>∵</b> ∌•							
Electrical	35,718,900	7.4	43.6	24.7	4.4	7.7	2.4	. 1
Food products			)					
Biscuits and confectionery	13,982,000	0.2	1	33.1	17.3	888	7 0	1
Sugar	35.171.800	19.8		- C3			0 0	1
All other grocomics	000 000 70	) \	4	1.00	C 0 77	3.2	7.7	ŝ
TITE CONTENT BY OCCUPANCE OF STREET	1 TO' YOY 300	0°2	1	25°2	13.4	27.5	30.4	ı
House Iurnishings	6,647,300	6.3	0.7	6,1	31,5	54.7	7	ı
Hardware and plumbing	16,569,600	33	3.6	18.0	9	40 7	, ,	ı
Rubber footwear	6,414,300	2,1	٥, ٦	74.5	74.9	F 72	4 0	: 1
Mirrog and rubbon goods	200 200 200	0	1 1	0 0	, o t t		C + C +	
TITOS TRADES BOOK	34,047,100	13.1	5.2	10.9	6.5	38,5	24,4	∞.0
Control of the second s	And the second s	The other measures were supplied to the suppli	A SECURITY OF THE PROPERTY OF	The state of the s	The same of the sa			

Table 4.--Distribution of Sales of Marketers(1) of Petroleum Products, 1934

CHIEFE M. COMMON MACHINES AND MODEL OF CHIEFE MODEL OF MACHINES AND ADDRESS OF CHIEFE MODEL OF	The same of the sa	and the commence of tenancians and also	State - Late Assessment Space Systems (Space Space State Sta	Additional or o' and other thanks and an additional or additional	PERSONAL PROPERTY OF THE PROPERTY OF THE PERSON OF T	The second secon		
	Sales	,		Percentage of Total Sales to -	Total Sales	s to -		Designation of the latest states of the latest stat
	of			Farmers				
Economic Division	Firms			and other	Other	Sales at	(3)	
	Reporting		(2)	primary	wholesale	retail	Export	A1.1
Constitution of the contract o	1934	Jobbers	Retailers	producers	sales	prices	sales	other
					THE COLUMN TWO IS NOT THE OWNER,			And to comment of the last
CANADA, Total	168,576,200	20.0	49.7	10.3	13.9	4.4	۲,	0.4
Maritime Provinces	13.229.000	17.1	61.7	0	7 3	0 0	7 0	
Onepec Dedeu	29,681,500	21,9	- 00	, 0	ر د د	, v	٠ ٠ ٠	, ,
Ontario	66,387,800	20,1	54.0	2,7	10.5	, ~	700	, C
Prairie Provinces	40,013,700	19.7	40.8	29,5	8.7	6	î l	) 0 0
British Columbia	19,264,200	19.6	41.6	4.6	27.4	, r	1	t ~ .
The second secon								î

(1) Includes marketing organizations of refining companies as well as jobbers. (2) Includes company-owned filling stations. (3) Export sales are attributed to offices reporting such sales.



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DOMINION BUREAU OF STATISTICS - CANADA

Dominion Statistician: R. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)

Internal Trade Branch Chief: H. Marshall, B.A., F.S.S.

### CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

# Sales of Manufacturers' Outlets, 1935

In connection with the Census of Merchandising and Service Establishments, returns are secured each year from retail merchants, from regular wholesale houses and also from those manufacturers which maintain sales branches or distributing warehouses from which sales are made to retailers or direct to industrial or other large consumers. A series of reports for 1935 on retail trade and on the business transacted by regular wholesale dealers have already been published. This bulletin supplements the report on wholesale trade (Wholesale Trade in Canada and the Provinces, 1935) and shows the trend in sales between 1934 and 1935 for those manufacturing firms maintaining sales branches and which may be considered to enter definitely into the wholesale field. While the sales figures shown in this report do not cover the entire production in the lines which are listed, they are sufficiently large in most instances to indicate the general trend in sales.

Table 1 shows the changes in the value of sales between 1934 and 1935 for a number of leading kinds of business, first, for all reporting firms as a whole and, then, whenever possible, for each of the five economic divisions of the country. In some instances, it has been necessary to show sales under the heading "head office and export". This item covers sales not distributed by provinces in addition to export sales. Conforming with results shown for retail and regular wholesale trade, gains in sales of manufacturers' outlets in 1935 over 1934, while significant, were less pronounced than in the comparison of 1934 with 1933. Percentage changes by kinds of business from 1934 ranged from a decrease of 2.9 per cent for sugar to an increase of 16.1 per cent for flour and feed. Substantial gains over 1934 for other lines of business were as follows: electrical, 12.0 per cent; house furnishings, 9.6 per cent; chemicals and paints, 9.6 per cent; tires (including rubber goods), 8.4 per cent, and clothing, furnishings and textiles, 8.2 per cent.

Provincial distribution of sales of wholesale dealers and manufacturers of farm machinery and equipment is shown in Table 2 for the period 1930 to 1935. Sales were \$26,582,300 in 1935 compared with \$18,650,800 in 1934 but were still 44 per cent below the level of 1930. The increases in 1935 compared with 1934 ranged from 20.7 per cent in the Maritime Provinces to 71.0 per cent in Saskatchewan.

The distribution of sales of manufacturers reporting their trade with different types of purchasers is shown in Table 3. The figures for total sales in this table do not always agree with Table 1 as figures are not for the same firms in every case. This table is of interest in illustrating the various channels which are employed by manufacturers in distributing their products. The distribution for 1935 varies but little from that shown in a corresponding report for 1934.

Sales of marketers of petroleum products are analyzed in Table 4 to show the percentage distribution through various channels. Approximately one-half the total sales in 1905 were made to retail dealers, including retail stations operated directly by the distributing companies. Sales to jobbers formed 17.7 per cent of the total trade. Sales to farmers and other primary producers were 11.6 per cent of the total for the Dominion as a whole but the ratio varied from 2.8 per cent for Quebec to 34.7 per cent for the Prairie Provinces. "Other wholesale sales", including sales for commercial trucks and other industrial uses, were 13.9 per cent of the total while sales at retail prices formed another 4.3 per cent. A comparison with a corresponding analysis for 1934 shows a slight reduction in the proportion of the total trade with jobbers (17.7 per cent in 1935 compared with 20.0 per cent in 1934) accompanied by slight increases in the proportions for farmers and other primary producers and export sales.

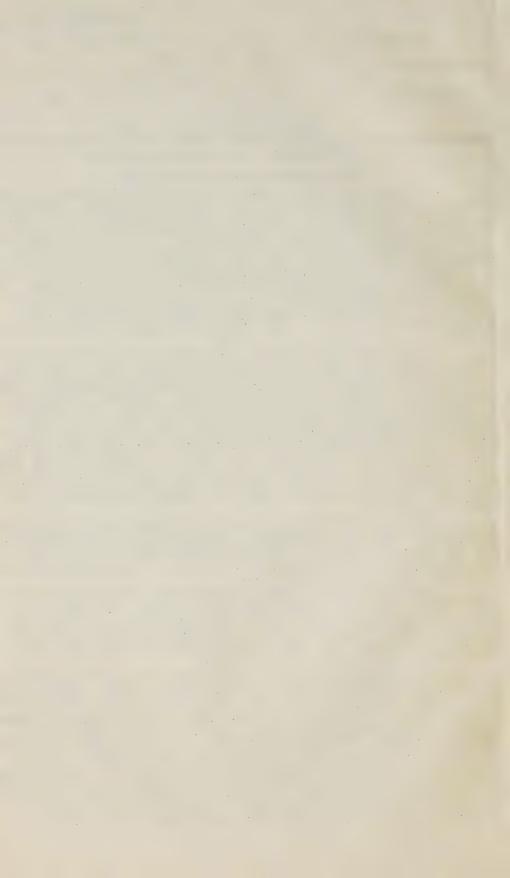


Table 1.--Sales of Manufacturers' Outlets, 1934 and 1935

			_
	Sales F	Reported	Per Cent
	1934	1935	Change
Tires (including rubber goods)  Head Office and Export  Maritime Provinces  Quebec Ontario Prairie Provinces British Columbia  Chemicals and Paints (chiefly paints)  Maritime Provinces Quebec Ontario Prairie Provinces British Columbia  Clothing, Furnishings and Textiles Maritime Provinces Quebec Ontario Prairie Provinces British Columbia  Clothing, Furnishings and Textiles  Maritime Provinces British Columbia  Footwear (chiefly rubber)  Head Office and Export Maritime Provinces Quebec Ontario Prairie Provinces British Columbia  Footwear (chiefly rubber)  Head Office and Export Maritime Provinces British Columbia	1934  \$ 32,911,900 12,437,000 1,490,300 4,183,800 8,871,300 4,622,400 1,307,100 8,391,000 626,000 2,706,100 3,002,900 1,330,900 725,100 6,679,300 425,100 6,679,300 425,100 1,945,900 3,606,700 424,200 277,400 6,414,300 1,076,900 852,900 1,794,500 1,434,400 866,500 389,100 36,268,600 2,014,200 11,837,800	1935  35,679,600 15,076,300 1,425,100 4,084,000 9,241,300 4,596,100 1,256,800 9,199,300 7,26,700 2,870,800 3,278,300 1,480,200 843,300 7,226,100 434,100 2,087,600 4,009,000 4,009,000 4,009,000 4,009,000 1,439,300 8,22,900 1,555,700 1,419,500 894,900 377,500 40,628,800 2,145,000 11,800,000	Change  + 8.4 + 21.2 - 4.4 - 2.4 + 4.2 - 0.6 - 3.8 + 9.6 + 16.1 + 6.1 + 9.2 + 11.2 + 16.3 + 8.2 + 2.1 + 7.3 + 11.2 - 4.4 + 4.4 + 1.5 + 33.7 - 3.5 - 13.3 - 1.0 + 3.3 - 3.0 + 12.0 + 6.5 - 0.3
Ontario Prairie Provinces British Columbia  Biscuits and Confectionery Maritime Provinces Quebec Ontario Prairie Provinces British Columbia	15,385,000 4,065,400 2,966,200 12,787,700 1,655,900 3,731,400 5,123,300 1,853,200 423,900	18,252,300 5,039,500 3,392,000 13,637,600 1,828,300 3,984,400 5,329,100 2,057,100 438,700	+ 18.6 + 24.0 + 14.4 + 6.6 + 10.4 + 6.8 + 4.0 + 11.0 + 3.5
Flour and Feed  Export sales  Domestic sales	52,854,500 13,651,700 39,202,800	61,359,000 15,564,000 45,795,000	+ 16.1 + 14.0 + 16.8
Sugar  Food Specialties  Milk Products  House Furnishings Quebec and Maritime Provinces Ontario Prairie Provinces British Columbia  Hardware and Plumbing Quebec and Maritime Provinces Ontario Prairie Provinces British Columbia	35,171,700 16,969,300 8,343,100 6,716,200 2,552,400 2,692,300 929,700 541,800 16,522,000 5,587,500 7,360,600 2,559,000 1,014,900	34,140,300 18,145,200 9,004,700 7,359,000 2,682,800 2,992,400 1,109,800 574,000 17,350,300 5,609,600 7,732,800 2,836,800 1,170,100	- 2.9 + 6.9 + 7.9 + 9.6 + 5.1 + 11.1 + 19.4 + 5.9 + 5.0 + 0.4 + 5.1 + 10.9 + 15.3

Table 2. -- Sales of Dealers(1) and Manufacturers(2) of Farm Machinery and Equipment, by Provinces(3), 1930 - 1935

		MINOR CALL AND	CHILDRY STATE OF THE CHILDRY S	THE CASE OF THE CA	American Commission (Commission Commission C		Characteristics and common	and constitution of the	AND PROPERTY OF THE PROPERTY O	-		The state of the s
-			Sales	Les				Lnde (19	(1930 = 100.0)	Sale:	70	Per Cent Change
i	1930	1931	1930 1931 1932 1933 1934 1935 \$ \$ \$	1933	1934	1935	1930	1931	1932 1	933 1	134 1935	1930 1931 1932 1933 1934 1935 1934-1935
agento E	7,325,700	16,655,200	17,325,700 16,655,200 16,124,200 14,298,500 18,650,800 26,582,300 100.0 35,2 34.1 30,2 39,4 56.2	14,298,500	18,650,800	26,582,300	100.0	35.2	34.13	0,23	1,4 56.2	4 42.5
	1,337,100	811,800	1,337,100 811,800 505,700 470,300 588,800 710,800 100.0 60.7 37.8 35.2 44.0 53.2	470,300	588,800	710,800	100.0	60,7	37.8	5.2 44	.0 53.2	4-20.7
	3,536,800	2,749,200	3,536,800 2,749,200 1,717,600 1,434,000 1,783,900 2,159,300 100.0 77.7 48.6 40.5 50.4 61.1	1,434,000	1,783,900	2,159,300	100.0	707	18.6	0.5 50	0,4 61.1	4-21.0
	8,976,000	5,065,000	8,976,000 5,065,000 3,439,700 3,450,600 4,743,100 6,838,300 100.0 56.4 38.3 38.4 52.8 76.2	3,450,600	4,743,100	6,838,300	100.0	56.4	38.3 3	8 . 4	1.8 76.2	+ 44.2
	6,582,300	1,744,300	6,582,300 1,744,300 1,941,800 1,898,200 2,855,000 4,173,300 100.0 26.5 29.5 28.8 43.4 63.4	1,898,200	2,855,000	4,173,300	100.0	26.5	29.5 2	8.8	10.4 63.4	4 46.2
	5,185,000	2,596,600	5,185,000 2,596,600 4,175,900 3,276,500 3,839,600 6,566,300 100.0 17.1 27.5 21.6 25.3 43.2	3,276,500	3,839,600	6,566,300	100.0	17.1	27.52	1.6 25	.3 43.2	+ 71.0
	1,050,200	3,226,700	1,050,200 3,226,700 4,079,300 3,496,000 4,418,300 5,586,100 100.0 29.2 36.9 31.6 40.0 50.6	3,496,000	4,418,300	5,586,100	100.0	29.5	36.9 3	1.6 40	0.0 50.6	+ 26.4
	658,300	658,300 461,600 264,200	264,200		272,900 422,100	548,200 100.0 70.1 40.1 41.5 64.1 83.3	100.0	70.1	10.1	1.5 64	.1 83.3	± 29.9

(1) Includes practically all large wholesale dealers.

(2) Includes manufacturers operating distributing branches in Canada.

(3) Sales are based on the location of establishments and are not necessarily identical with provincial sales.



# Table 3. -- Distribution of Sales of Manufacturers' Outlets(1), 1935

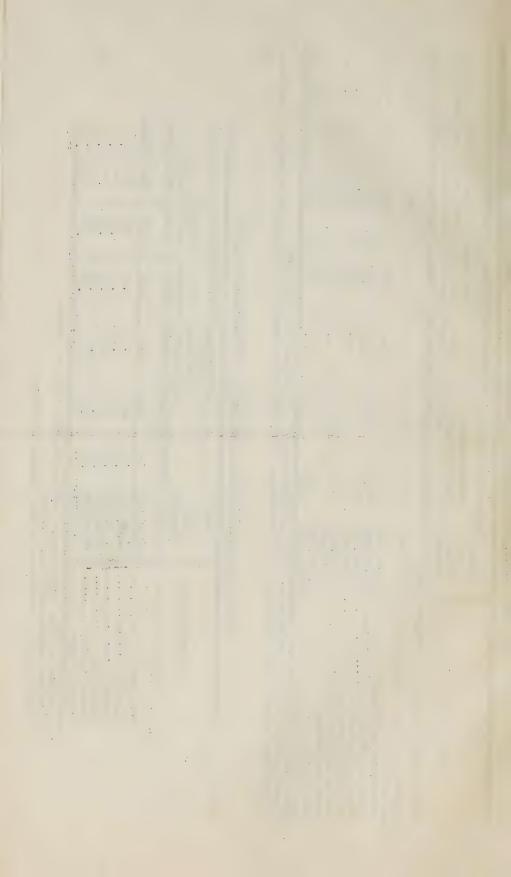
			Perc	sentage Distr	Percentage Distribution of Total Sales	tal Sales			
	Sales				Chain (other				
	of.	Manufacturers or	urers or		than volun-	Other	Sales		
Group	Firms	industrial users	al users	Jobbers	tary) or	retailers,	at	Export	Other
4	Reporting		as supplies	or other	department	institutions	retail		
	1935	as materials	materials or equipment	wholesalers	stores	or professions	prices		
	· (\$)								
Electrical	39,961,400	6.4	44.0	27.5	3,2	14.2	9.0	3,8	1
Food products			,						
Biscuits and confectionery	13.637.600	0.2	1	33.6	18.9	38.7	8,1	0.	(2)
	61,359,000	40.8	1	27.6	2,1	4.7	0.1	24.7	1
Sugar	34.140.300	21.1	1	64.0	11.4	3.0	1	0.5	å
All other proceries	18,145,200	6,1	ı	24.8	13.3	24.7	1	31.1	i
Furniture and house furnishings	7,359,000	9.8	1.4	6.3	29.6	44.8	7.8	1.4	0.1
Hardware and nlumbing	17,350,300	32	32.6(4)	16.8	7.4	39.3	2.4	1.5	1
Rubber footwear	6,509,800	2.0	9.0	13.3	20.6	42.5	ı	20.9	0.1
Tires and rubber goods	35,679,600	19.8	4.5	12.9	5.3	32.8	1.1	23.2	0.4
		The spiral and the sp	de la caracterista de la caracte	The state of the s	Martin Community	Control of the Contro	And in case of the case of the case of the case of	Carried a contract of	CONTRACT WICH COMMISSION

(1) Chiefly manufacturers with general sales offices or sales branches.
(3) Established on basis of available figures. (4) Percentage of total sales made to industrial users as materials, supplies or equipment. (2) Less than .1 per cent.

Table 4 . - - Distribution of Sales of Marketers(1) of Petroleum Products, 1935

	and the name of contrast of the last of th	The same of the sa	/ Walland or Mood was Community or Management of the Community of the Comm	And the Party of t		The second secon	and the second s	
	Sales	-	Pe	Percentage of Total Sales to	Total Sale	s to		
	of o			Farmers				
Economic Division	Firms			and other	Other	Sales at	(3)	
	Reporting		(2)	primary	wholesale	retail	Export	A11
	1935	Jobbers	Retailers	producers	sales	prices	sales	other
And control of the co	***							
CANADA Total	172.555.500	17.7	49.9	11.6	13.9	4.3	2.2	0.4
			The second secon	ACTION OF THE PROPERTY OF T				
Maritime Provinces	14,866,700	15.7	64.3	0.6	20,50	2.7	2.1	0.7
Onebec	31,292,800		53.3	2.8	17.1	5.1	2.0	0.3
Ontario	65.204.700		57.4	4.3	12.3	5.2	3.4	0.3
Prairie Provinces	41,119,000	17.8	37.4	34.7	8.4	0.5	6.0	0.3
British Columbia	20,072,300	18,3	35.2	4.1	31.8	8.4	1.2	1.0
		)		-		and the same of the same of the same of		

(1) Includes marketing organizations of refining companies as well as jobbers. (2) Includes company-owned filling stations. (3) Export sales are attributed to offices reporting such sales.



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UNIVERSITY OF TORON 13.

MERCHANDISING FILE -S: Published by Authority of the HON. W. D. EULER, M.P.,

Minister of Trade and Commerce.

DOMINION BUREAU OF STATISTICS - CANADA

Dominion Statistician: R. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)

Internal Trade Branch Chief: H. Marshall, B.A., F.S.S. -

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

Sales of Manufacturers' Outlets, 1936

Reports are secured annually for the Census of Merchandising and Service Establishments from retail merchants, from full-function wholesalers and also from certain types of manufacturers which have set up sales branches or distributing warehouses and which thus perform at least part of the functions of regular wholesale merchants. Sales of such firms are made partly to retailers, partly to wholesalers or jobbers and partly to industrial or other large consumers. Reports for 1936 covering the retail trade and that of regular wholesalers have already been published (1). This bulletin supplements the wholesale trade report and shows the trend in sales between 1935 and 1936 for those manufacturing firms in certain industries which operate sales branches or distributing warehouses. While the figures shown herein are not all inclusive even for those industries represented, they are sufficiently complete to indicate the general trend in sales over the two-year period.

Summary

Comparison of sales for 1935 and 1936 for firms coming within the scope of this survey reveal increases generally in excess of those recorded in the 1934-1935 comparison. The electrical group shows the greatest relative improvement with a gain of 25.3 per cent compared with an increase of 12.0 per cent in the preceding year. The food specialties group comes second with a 19.4 per cent improvement compared with a 6.9 per cent increase in 1935 over 1934. Fercentage changes between 1935 and 1936 for other groups with increases between 1934 and 1935 in brackets are as follows: house furnishings, 15.5 (9.6); flour and feed, 15.0 (16.1); hardware and plumbing, 13.6 (5.0); milk products, 13.1 (7.9); chemicals and paints, 12.1 (9.6); biscuits and confectionery, 11.0 (6.6); footwear, 8.3 (1.5); tires (including rubber goods), 7.5 (8.4); clothing, furnishings and textiles, 4.4 (8.2), and sugar, 1.5 (-2.9).

Sales of dealers and manufacturers of farm machinery and equipment are shown in Table 2. Percentage gains in 1936 over 1935 of 43 per cent in the Maritime Provinces, 31 per cent in British Columbia and 23 per cent in quebec were modified by smaller increases of 11 per cent for Ontario, no change in Saskatchewan and declines of 8 per cent and 1 per cent for Manitoba and Alberta, resulting in a net gain of 5 per cent for the country as a whole.

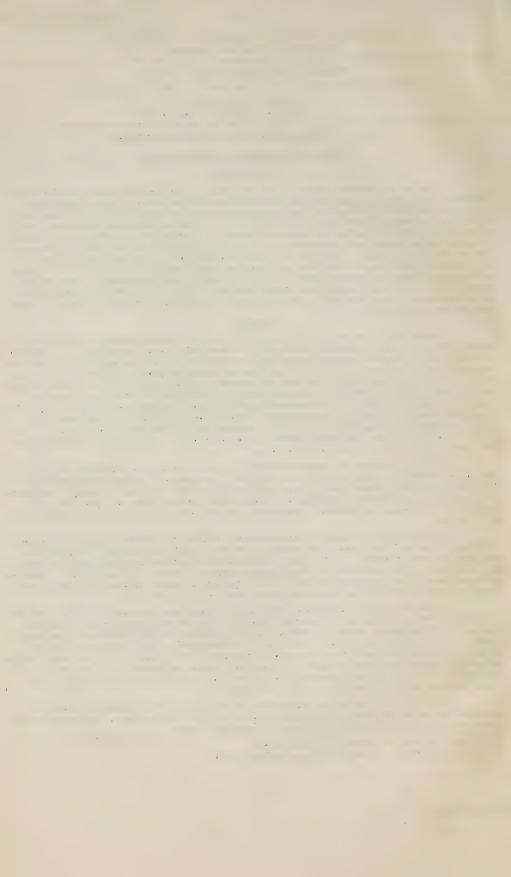
Distribution of sales of manufacturers' outlets to various types of purchasers is shown in Table 3 for firms in a number of selected industries and able to give this analysis of their business. Two groups - chemicals and paints, and clothing, furnishings and textiles - have been added to the classifications for which this analysis was made in previous years. The distribution of sales for the other groups as shown in Table 3 differs but little from the corresponding proportions for 1935 and 1934.

The distribution of sales of marketers of petroleum products for 1936 is shown in Table 4. Of the total sales reported, \$183,552,800, slightly more than 50 per cent was made with retailers including retail stations operated by the distributing companies. Sales to jobbers amounted to 18.1 per cent of the total and sales to farmers and other primary producers accounted for another 10.5 per cent. The proportion of the total sales made with farmers and other primary producers was lowest in Quebec at 3.0 per cent and was highest in the Prairie Provinces at 29.4 per cent. In the Maritime Provinces the ratio was also comparatively high at 9.1 per cent.

In addition to sales to jobbers and to retailers "other wholesale sales" of marketers of petroleum products amounted to 14.2 per cent of the total. Included in this group are sales for commercial vehicles and industrial uses.

(1) Retail Merchandise Trade in Canada, 1936.

(2) Wholesale Trade in Canada and the Provinces, 1936.



		eported	Per Cent
engelighten vertretten en der	1935	1936	Change
Tires (including rubber goods)	35,679,600	38,354,600	+ 7.5
Head Office and Export	15,076,300	16,368,900	+ 8.6
Maritime Provinces	1,425,100	1,560,200	+ 9.5
Quebec	4,154,000	4,532,700	+ 9.1 .
Ontario	9,200,300	9,770,800	+ 4.3
Prairie Provinces	4,559,100	1 1,366,200	+ 8.9
British Columbia	1,225,000	1:300,200	+ 0.7
Chemicals and Paints (chiefly paints)	9,649,400	10,819,300	+12.1
Maritime Provinces	726,700	801,800	+10.3
Quebec	3,320,900	3,846,300	+15.8
Ontario apparationation of the contraction of the c	3,278,300	3,601,800	+ 9.9
Prairie Provinces	1,480,200	1,604,500	+ 8.4
British Columbia	843,300	964,900	+14.4
Clathing Eugenishing and Bratiles	7 225 100	7 547 900	+ 4.4
Clothing, Furnishings and Textiles	7,225,100	7,541,900	+ 8.6
Quebec 2200020cc0000000000000000000000000000	2,087,600	2.254,400	+ 8.5
Ontario	4,009,000	4,048,900	+ 1.0
Prairie Provinces (2000000000000000000000000000000000000	405,700	424,000	+ 4.5
British Columbia	280,700	333,000	+14.9
	/ 55/ 202	7 705 000	
Footwear (chiefly rubber)	6,576,300	7,125,200	+ 8.3
Head Office and Export	1,439,300	709,300	-13.8
Marietue riovinces observed	1,555,700	1 1.415,700	- 9.0
Ontario	1,456.000	1,446,800	- 2.6
Prairie Provinces processos	834,900	835,300	- 1.1
British Columbia	377,500	364,300	+ 1.8
Electrical	42,167,400	52,646,900	-25.3
Maritime Provinces	2,226,100	2,725,200	+22.4
Quebec	12,229,300	14,859,500	+21.5
Ontario	5,173.000	5,490,300	+ 6.1
British Columbia	3.624,700	4,223,900	+16.5
Biscuits and Confectionery	13,496,400	14,979,100	+11.0
Maritime Provinces	1,667,100	1,623,400	+ 8.1
Quebec	3,984,400	4,814,800	+20.8
Ontario	5,329,100	5,524,500	+ 3.7
British Columbia	438,700	503,200	+14.7
EL LULDII OOLUMBLA qo yo a qo oo a qo o co qo e	4,50,700	)	12.01
Flour and Feed	61,359,000	70,589,600	+15.0
Export Sales	1.5,564,000	14,964,800	- 3,8
Domestic Sales .,	45,795,000	55,624,800	+21.5
Sugar	34,140,300	34,660,900	+ 1.5
Food Specialties	18,145,200	21,660,600	+19.4
Milk Products	9,001,700	10,186,600	+13.1
House Furnishings	7,359,000	8,502,500	+15.5
Quebec and Maritime Provinces	2,682,800	2,974,500	+10.9
Ontario	2,992,400	3,451,300	+15.3
Prairie Provinces	3.,109,800	1,334,500	+20.2
British Columbia	574,000	742,200	+29.3
Hardware and Plumbing	17,350,300	19,702,300	+13.6
	5,609,600	6,270,700	+11.8
Quebec and Maritime Provinces			1 . 7 4 7
Ontario	7,732,800	8,823,600	+14.1
Ontario		3,179,700	
	7,732,800 2,837,800 1,170,100		+14.1 +12.0 +22.1



Table 2 .- Sales of Dealers(1) and Manufacturers(2) of Farm Machinery and Equipment, by Provinces(3) 1930 - 1936

- در ا	20	COMPA		÷- 3	}				
Per Cent Change,	1930 1931 1932 1933 1934 1935 1936 1936/35	+ 5.0	+43.2	+22.9	+10.9	6.7 -	+ 0.3	1.4	+31.2
	1936	59.0	76.1	75.0	84.5	58.4	43.4	49.8	109.3
	1935	56,2	53.2	61,1	76.2	63.4	43,2	50.6	83.3
Sale:	1934	39.4	44.0	50,4	52.8	43.4	25.3	40.0	64.1
Indexes of Sales (1930 = 100.0)	2 1933	1 30.2	35.2	6 40.5	3 38.4	5 28.8	5 21.6	9 31.6	1 41.5
Inde (19	1 193	2 34.	7 37.	7 48.	4 38°	5 29.	1 27.	2 36.	1 40.
N. Oliver and Advanced and	30 19	0 35	°09 0°	0 277	0 56	0 26	.0 17.	.0 29.	.0 70.
	19	00 100	00 100	00 100	001.00	00 100	00 100	00 100	00 100
The state of the s	1936	27,913,50	1,018,10	2,653,70	7,503,80	3,844,30	6,586,70	5,507,70	719,200 100.0 70.1 40.1 41.5 64.1 83.3 109.3
and the second s	1935	26,582,300	710,800	2,159,300	6,838,300	4,173,300	6,566,300	5,586,100	548,200
e deputi de de della con de della con della condita condita con della condita con della condita condita con della condita condita con della condita condita condita con della condita	1934	18,650,800	588,800	1,783,900	4,743,100	2,855,000	3,839,600	4,418,300	272,900 422,100
Net Sales	1933	14,298,500	470,300	1,434,000	3,450,600	1,898,200	3,276,500	3,496,000	
A second district the seco	1932 1934 1935 1936 \$ \$ \$ \$	16,124,200	505,700	3,536,800 2,749,200 1,717,600 1,434,000 1,783,900 2,159,300 2,653,700 100,0 77.7 48.6 40.5 50.4 61.1 75.0	8,976,000 5,065,000 3,439,700 3,450,600 4,743,100 6,838,300 7,503,800 100.0   56.4   38.3   38.4   52.8   76.2   84.5	6,582,300 1,744,300 1,941,800 1,898,200 2,855,000 4,173,300 3,844,300 100.0 26.5 29.5 28.8 43.4 63.4 58.4 58.4	600 4,175,900 3,276,500 3,839,600 6,566,300 6,586,700 100.0 17.1 27.5 21.6 25.3 43.2 43.4	4,079,300 3,496,000 4,418,300 5,586,100 5,507,700 100.0 29.2 36.9 31.6 40.0 50.6 49.8	264,200
	1931	16,655,200	811,800	2,749,200	5,065,000	1,744,300	2,596,600	3,226,700	461,600
	1930	47,325,700	1,337,100 811,800 505,700 470,300 588,800 710,800 1,018,100 100.0 60.7 37.8 35.2 44.0 53.2 76.1 +43.2	3,536,800	8,976,000	6,582,300	15,185,000 2,596,6	11,050,200 3,226,700	658,300
Province		CANADA, Total	Maritime Provinces	oocenno	Ontario,	Wanitoba	Saskatchewan	Alberta	British Columbia .

(1) Includes practically all large wholesale dealers.

(2) Includes manufacturers operating distributing branches in Canada.

(3) Sales are based on the location of establishments and are not necessarily identical with provincial sales.

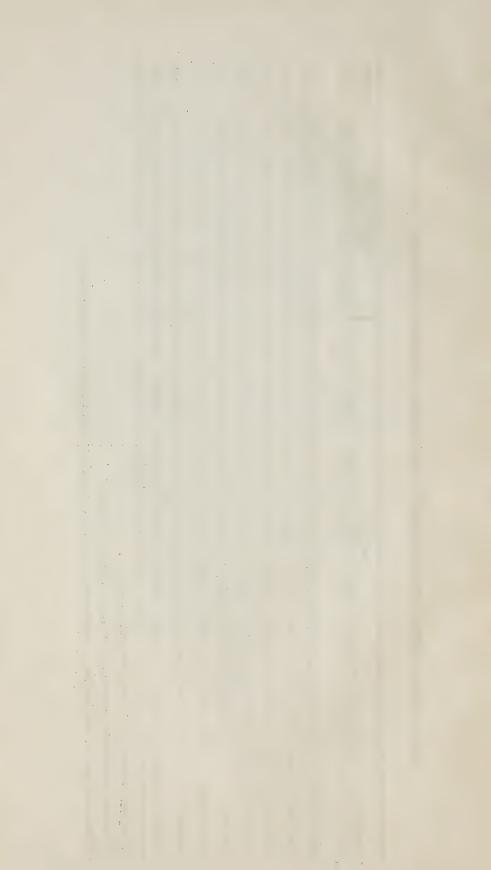


Table 3, Distribution of Sales of Manufacturers' Outlets(1), 1936	医骨柱中骨骨 医正式性 化甲基甲酚 化环环 计电子设计 经有效的 医神经神经 医外外 医皮肤
Table 3 Distribution	A. A. S.
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	Sales	A A A A A A A A A A A A A A A A A A A	A	ercentage Die	Percentage Distribution of Total	al Sales			1. B
	<b>4</b> 0	Manufac	Manufacturers or		Chain (other	Other	Sales		
Group	Firms	industrial	ial users	Jobbers	than voluntary)	retailers,	42		
	Reporting	es es	as supplies	or other	or department	institutions	retail	Export	Other
	1936	materials	or equipment	wholesalers	stores	or professions	prices		CLERCIAL ACIA OF A
	;3×								
Chemicals and paints (chiefly paints)(2)	10.290.500	20.1	5.2	16.1	7.5	45.8	4.0	9.0	0.7
Clothing furnishings and textiles	7.267.700	9.9	11.4	13.1	15.4	44.9	7.5	6.0	0.2
Mechrical	50,288,000	6.1	47.6	16.4	4.0	20.5	2.5	2.9	1
Food products							-		
Biscuits and confectionery	14.979,100	0.2	1	35.9	18.6	44.9	1	0.3	0.1
Bairy and noultry products(2)	10,186,600	15.5	1	47.0	ಌೣಁಌ	18.0	ı	11.2	1
Flour and feed(2)	70,589,600	35.1	1	23.3	7.6	13.0	0.7	20.9	3
Sagar	34,660,900	22,6	(3)	63.3	10.6	3.2	ı	0.3	ì
All other properies	23,147,400	6.5	1	23.2	13.3	26.6	ı	30.4	ı
Furniture and house furnishings	8,502,500	ಜ್ಞ	1.9	50,50	30.0	44.6	8.2	1.5	0.1
Hardware and nlumbing	19,692,300	m	2.0(4)	16.2	7.2	39.3	2.4	2.9	1
Pubbor footness	7,125,200	1.6	9.0	11.8	18,3	37.6	1	30.0	0.1
Tires and rubber goods	38,354,600	19.6	4.4	11.0	9.9	31.5	1.3	25.2	0.4
with sales	offices or sales	s branches		* * * * * * * * * * * * * * * * * * * *	(2) Established	V2	f avails	available figures	ures.
(3) Less than .1 per cent.	(4)	Percentage of	of total sales	made to	industriai users as materiais,		supplies and equipment	iria equ.	Thmeure

(4) Fercentage of total sales made to industrial

Table 4, -- Distribution of Sales of Marketers (1) of Petroleum Products, 1936

	Sales of		Pe	Percentage of Total Sales to	otal Sales	to		A CONTRACTOR OF THE PARTY OF TH
6	Firms	-		Farmers and Other Sales at (3)	Other	g t	(3)	
ECONOMIC DIVISION	Reporting		(2)		wholesale		Export All	A11
	1936	Jobbers	Retailers	producers	sales	prices	sales	other
	<b>∵</b> ⊛•							
CANADA, Total	183,552,800	18.1	50.1	10.5	14.2	4.3		0.5
Maritime Provinces	15.702,600	18.1	57.6	9.1	7.2	4.5	2.6	6.0
Unebec	31.781,100		50.5	3.0	17.3	6.3		0.4
Ontario	69,817,300		55.4	0.4	14.5	5,1		0.5
Prairie Provinces	45,538,800		46.1	29.4	5,3	0.3		0.3
British Columbia	20,633,000		34.3	3.4	33+3	7.2		1.0

(1) Includes marketing organizations of refining companies as well as jobbers. (2) Includes company-owned filling stations.
(3) Export sales are attributed to offices reporting such sales.







